

ABSTRACT

The present invention is a system and method of analyzing the market for broadband wireless services (BWS). Existing data is used to identify a high bandwidth customer profile and surveys are used to validate or improve the profile. Next, market information is physically organized. Buildings are located by address from real estate databases and cross-referenced with orthophotographs. Line of sight between buildings and hubs is determined with canopy DEM data. Potential hubs of all wireless providers are located using FCC filings. Overlays are created to identify actual and/or available broadband service. Competing services are also analyzed within the given market. All available service is mapped according to physical location of the customers and analyzed to identify gaps and saturation points for BWS. Optimal hub placement to fill gaps is calculated. Predicted customers are counted and feed into a business model to calculate an average price for service.